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“Live Indiana” Promotion Highlights Three Different Summer Travel Experiences *Special Website Features Blogs, Giveaways*

INDIANAPOLIS – Lt. Gov. Becky Skillman today announced an online summer promotion for Indiana tourism, focusing on outdoor adventure, motorcycle rides and college towns. The promotion, “Live Indiana,” is sponsored by the Indiana Office of Tourism Development and can be found online at a special website, LiveIndiana.net. The promotion will feature three Indiana experiences: outdoor adventure, motorcycle rides and college towns.

“Summer is the peak of travel season, and we want everyone to know about all Indiana has to offer,” said Lt. Gov. Skillman. “We’re confident that everyone who visits will have a great experience they can share with their friends and neighbors, helping us continue to build the state’s tourism industry.”

In order to reach young travelers and the growing number of people who use the Internet as their main resource for information, each of the travel areas will have its own website and blog where visitors can share ideas and experiences. Visitors also will be able to complete an online game or quiz and enter for a chance to win Indiana travel-related prizes.

The three Indiana travel experiences highlighted in the “Live Indiana” promotion are:

Live Indiana: Outdoors

Part one of the promotion – Live Indiana: Outdoors - runs May 14 through May 30. Visitors can click on a special website to read more about outdoor recreation opportunities and leave comments on the blog. After completing a simple game, visitors can enter to win one of three prizes, all which include two rounds of golf and a \$100 gift certificate from the Indiana Department of Natural Resources.

Live Indiana: Motorcycle Rides

Part two of the promotion – Live Indiana: Motorcycle Rides – runs June 23 through July 11. This site is geared toward motorcycle enthusiasts, especially riders coming to Indianapolis for the inaugural more...

Red Bull Indianapolis GP motorcycle race on September 14 at the Indianapolis Motor Speedway. Several leisure rides throughout Indiana will be highlighted with things to see and do along the way. Visitors to the website can choose their favorite ride, leave their comments on the blog and enter for a chance to win a four-pack of three-day passes to the Red Bull Indianapolis GP.

Live Indiana: College Towns

The third part of the promotion – Live Indiana: College Towns – runs July 28 through August 8. Visitors can take quiz on one of Indiana’s college towns for a chance to win a college football getaway. Visitors can also join the conversation on the blog and tell everyone about their favorite place to eat or visit in one of these college towns.

A few more notes about “Live Indiana” –

- Blogs for all three of the individual promotions will be available at LiveIndiana.net beginning May 14 and will stay up until the final promotion ends on August 8.
- Entries for giveaways will only be accepted for the current promotion – outdoor adventure, motorcycle rides or college towns.
- Complete details are available at LiveIndiana.net.

Indiana hosts more than 62 million travelers each year, generating \$9.8 million in visitor spending.

Lt. Governor Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency’s Director.